**BLUE LAKE RANCHERIA**
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**www.bluelakerancheria-nsn.gov**

# Position Description: Visitor Experience Manager

*Blue Lake Rancheria | BIA-TTGP-2026-OIED | Position funded under the Tribal Tourism Grant Program*

## Position summary.

The Visitor Experience Manager is a benefits-eligible, part-time position (0.75 FTE, 30 hours per week), funded for the 24-month period of performance and created to build and operate the Blue Lake Rancheria's coordinated visitor program. The Manager converts the Tribe's existing, informally handled flow of visitors into a coordinated, culturally grounded, bookable, and measured set of experiences at the Tribe's existing operations. The position is the sole position funded by this award and is directly and significantly involved in every funded activity. An existing Tribal staff member supports delivery about 10 hours per week. The position reports to the Project Director (the Tribe's Resilience Director) and operates under the cultural authority of the Tribal Council, which reviews and approves all interpretive content. This position is contingent on final grant budget approval.

## Key responsibilities:

The Manager's work is organized around the project's four components.

1. **Experiences.** Develop, name, test, and formalize a portfolio of at least five guided experiences drawn from the Tribe's existing operations; design each experience with an active, hands-on element and an appropriate take-home; schedule and coordinate delivery; and establish and run the annual arts and culture event.
2. **Interpretation.** Produce interpretive materials tiered to four visitor audiences (general visitor; K–12; post-secondary; and peer delegations of Tribes and agencies); develop the visitor resources page and coordinate supporting video and photography with the Tribe's Communications department; and submit all content through the Tribal Council's Cultural Content Review protocol.
3. **Access.** Stand up and operate an experience booking and scheduling system; set pricing by audience tier; develop stay-and-tour packages with the hotel and Redwood Rewards Club; establish group and motorcoach readiness; manage online distribution and reviews; and host annual familiarization visits for regional tour operators and travel media.
4. **Capacity and measurement.** Earn the National Association for Interpretation's Certified Interpretive Guide credential and build the Tribe's guide-training materials; recruit, train, and schedule a corps of certified community guides; engage and coordinate Tribal artisans and cultural practitioners; establish the Q1 visitation baseline; and track, analyze, and report performance data, including visitation, spending captured, and the required program indicators.

## Desired qualifications.

- Experience/education in tourism, hospitality, business, communications, natural resources, or a related field (a Bachelor's degree or an equivalent combination of education and experience).
- At least three years of professional experience in tourism, hospitality, visitor services, program coordination, or a closely related area, including demonstrated experience organizing programs and coordinating across multiple groups or departments.

- Demonstrated ability to work independently and manage multiple concurrent workstreams, with the organization and initiative to lead a new program.
- Strong written and interpersonal communication skills, including experience producing visitor-facing or public-facing materials (including social media and website content).
- Valid driver's license; ability to work a 30-hour weekly schedule, including occasional evenings and weekends for events and group visits.
- Experience working with or within a Tribal community, and familiarity with the cultural protocols of a Tribal government setting.

## Preferred qualifications

- Direct experience in interpretation, guiding, or experience design, and familiarity with booking or reservation systems.
- Experience in destination marketing, travel-trade distribution, or tourism product development.
- A record of building programs or systems from the ground up rather than administering established ones.

## Credential to be completed in the first year

The Manager will complete the 32-hour Certified Interpretive Guide course of the National Association for Interpretation within the first year of the award. This credential is funded by the grant and is not required at hire; candidates are expected to arrive with tourism and coordination capability and to add the interpretive credential during the position's first year.

## Reporting and authority

The Manager reports to the Project Director and, through the Project Director, to the Tribal Administrator and Tribal Council. Cultural authority over all interpretive content rests with the Tribal Council and is outside the Manager's decision-making: the Manager brings interpretive method and proposes content, and the Council determines what is appropriate to share. Fiscal administration of the position runs through the Tribal Chief Financial Officer.

## To apply

Please send a resume and a cover letter of no more than two pages to hr@bluelakerancheria-nsn.gov by COB October 30, 2026. In your cover letter, tell us what in your experience makes you a strong fit for this role, and address:

- A program, product, or service you built or launched, and what you learned from it
- Your experience working directly with visitors, guests, or groups, including any guiding or interpretation
- Your experience working with Tribal communities or within cultural protocols, if any

Please include three professional references. Applicants claiming Indian preference should include proof of enrollment in a federally recognized Tribe. The full position description is available at the link below. Blue Lake Rancheria applies Indian preference in hiring in accordance with its policies. Salary is competitive.